

ABSTRACT OF THE DISCLOSURE

To provide an environment-compliant image display system and program, there is provided a color control processing update section which corrects colors by adjusting a LUT in a 3D-LUT storage section and corrects brightness by adjusting  $\gamma$  values in a 1D-LUT storage section, to increase an output value in at least a lower grayscale range when the environment is affected by ambient light, based on environmental information that has been obtained by a colored-light sensor.

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